

**We are talking so loud...can we hear
the customer?**

**Gary Evans
Environmental Programs Manager**



Wanna' Buy Some **GREEN** Power?!

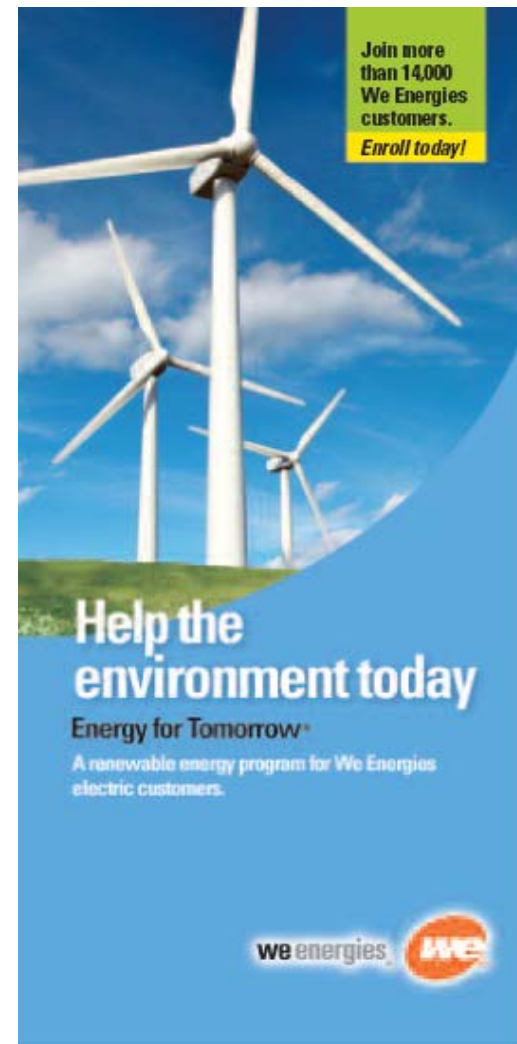


Energy for Tomorrow - Customer Research

- Percentage program
- Renewable Energy! (Not Green)
- Use Blue
- Show Wind Turbines
- Simple information



Brochures



Keep it Simple

Product Content Label		
Energy Resources	We Energies (overall power mix)	Energy for Tomorrow (projected power mix) ¹
Eligible Renewable	1%	100%
Biomass	<1%	75%
Geothermal	0%	0%
Small hydroelectric ² or LIHI Certified ³	0%	8%
Solar	0%	0%
Wind	<1%	17%
Coal	59%	0%
Large hydroelectric	1%	0%
Natural gas	1%	0%
Nuclear	25%	0%
Oil	0%	0%
Other	13%	0%
Total	100%	100%


¹ These figures reflect the power that we have contracted to provide. Actual figures may vary according to resource availability. We will annually report to you the actual resource mix of the electricity you purchased during the preceding year. All Energy for Tomorrow sources are located in Wisconsin.

² Small hydroelectric facilities are defined as those less than or equal to 30 megawatts in size.

³ The Low Impact Hydropower Institute (LIHI) certifies hydropower facilities that meet or exceed its criteria. More information can be found at www.lihi.org.

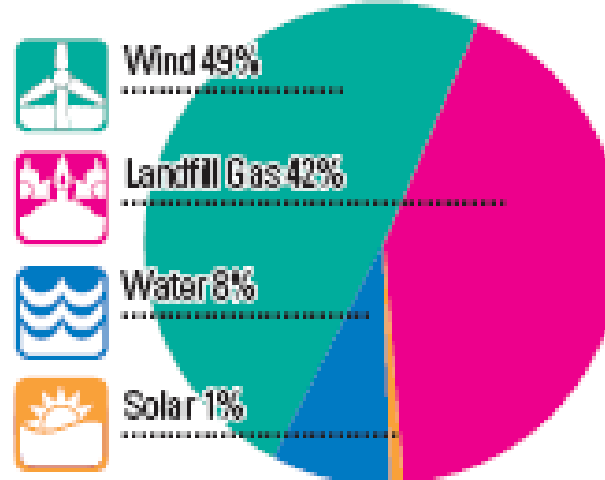
For specific information about this electricity product, contact We Energies at (800) 242-9137 or www.we-energies.com/efv.

The Green-e Program certifies that Energy for Tomorrow meets the minimum environmental and consumer protection standards established by the non-profit Center for Resource Solutions. For more information on Green-e certification requirements, call (888) 63-GREEN or log on to www.green-e.org.

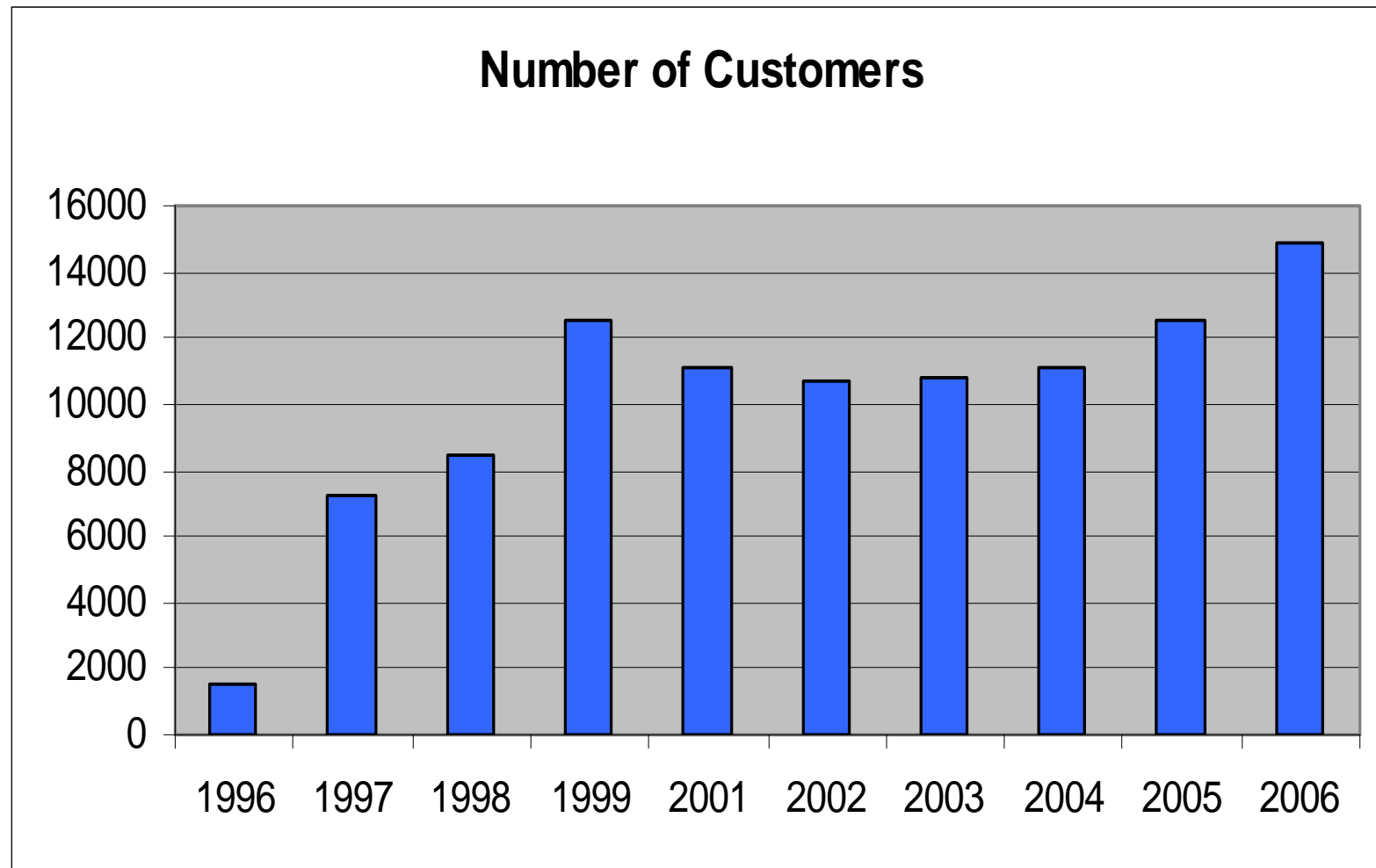
 100% Renewable

For more information: (800) 242-9137
www.we-energies.com/efv
24 hours a day, 7 days a week

Energy for Tomorrow Power Sources



New Messaging



2005 Spring Campaign: Direct Mail

Messages:

- Preserving the environment for future generations.
- It's similar to planting two acres of trees or parking an SUV for 12 months.
- You solve problems every day. Now you can help **clean** up the environment every day, too.



Response Rate: Test- Spring '05

Participation level	Legacy	Equivalence	Action	Total
25% Enrollment	36	51	105	192
50% Enrollment	23	38	86	147
100% Enrollment	20	32	56	108
Total	79	121	247	447



Response Rate Test Wave-Fall '05

Participation Level	Equivalence	Action	Total
25% Enrollment	33	112	145
50% Enrollment	15	60	75
100% Enrollment	15	41	56
Total	63	213	276



Problem Solver: 05 Fall Direct Mail

Segments	Response Rate	Enrollments	Letters Sent	Cost per Acquisition
10 - Second City Elite	1.45%	105	7,247	\$ 20.71
3 - Movers & Shakers	1.14%	145	12,683	\$ 26.24
14 - New Empty Nests	1.34%	211	15,786	\$ 22.44
15 - Pools & Patios	1.07%	180	16,784	\$ 27.97
5 - Country Squires	1.04%	303	29,203	\$ 28.91
2 - Blue Blood Estates	1.23%	92	7,458	\$ 24.32
12 - Brite Lites, Li'l City	1.22%	131	10,764	\$ 24.65
Control Group	1.23%	198	16073	\$ 24.35
Total	1.18%	1365	115,998	\$ 25.49



2006 Direct Mail

- Use Problem Solver letter:

You solve problems every day. Now you can help make a difference in the environment every day, too.

- Works for Business!

- 1st Touch/ 2nd Touch : No difference

- 3 Waves Residential/2 Waves Business

- Results:

- Residential Enrollments: 2520

- Business Enrollments: 150



Conclusions

- Renewable Energy
- Use of Wind Turbines- Blue, not green
- Let go of messages that don't perform
- Simple Direct Mail with response card
 - Problem Solver message
 - "Make a difference," don't ask to help "clean"



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